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### Relationship initiation between universities and industry: best practice model

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## Relationship initiation between universities and industry: best practice model

### Abstract

Poster only.

### Publication Details

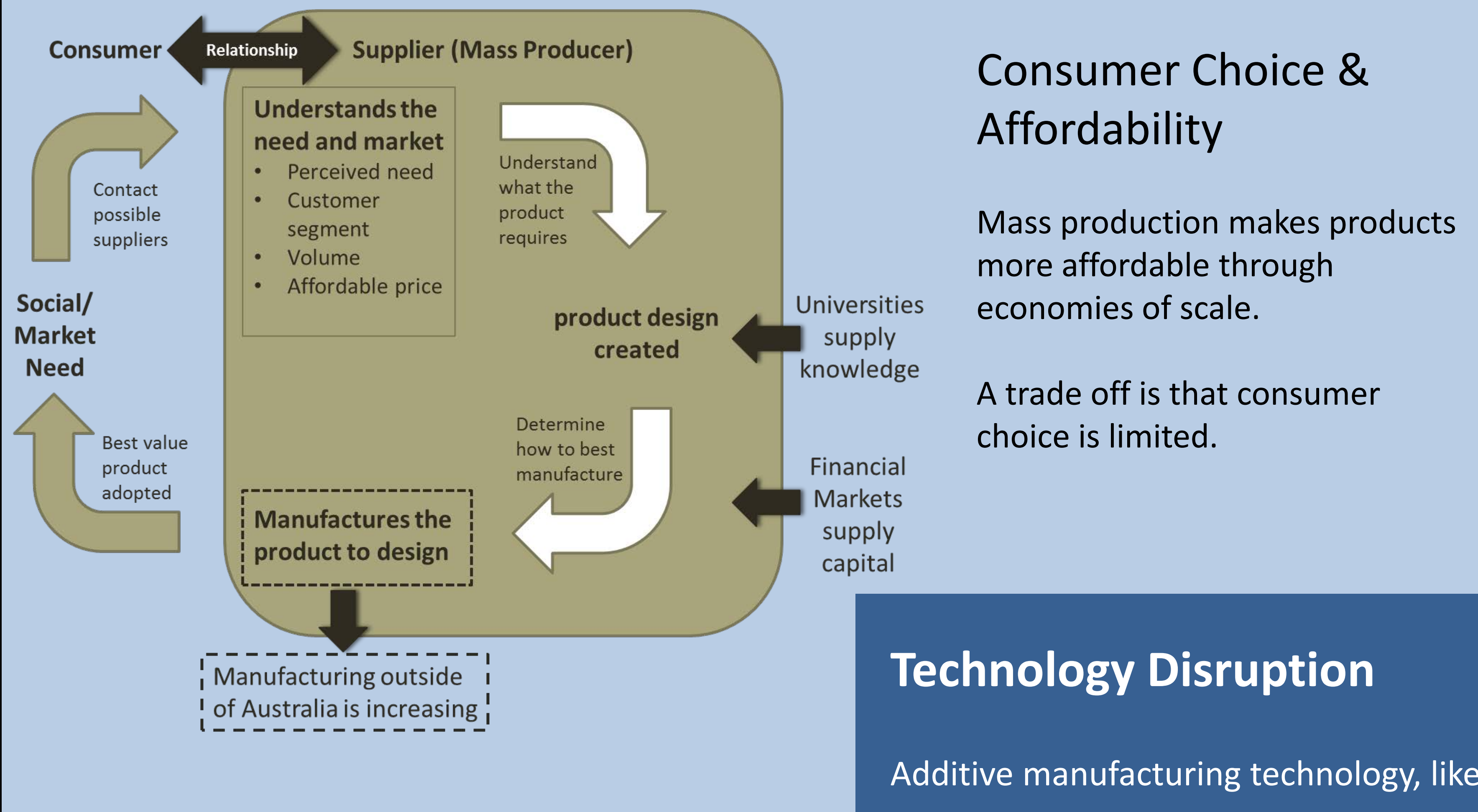
Tootell, A., Wallace, G. G., Garrett-Jones, S. & Kyriazis, E. (2016). Relationship initiation between universities and industry: best practice model. 11th Annual International Electromaterials Science Symposium



## Partnership Initiation and Early Stage Development between Universities and Industry: Best Practice Model

**by Adrian Tootell**

**Supervisory Team: PR Gordon Wallace, A/PR Sam Garrett-Jones and Dr Elias Kyriazis**



# Situation

# Internal

## Stakeholders, Strategy, Domains, Resources

## External

## Complexity, Turbulence

## Technology Disruption

Additive manufacturing technology, like 3D printing, is enabling new types of supplier organisations such as collaborators, professionals, designers and end users to participate in manufacturing products.

To succeed, nexus organisations need to create competitive advantage by developing higher value relationships with suppliers and consumers.

# Nexus of Collaboration

- The emergence of new suppliers competing with mass producers provides the university with an opportunity to take a leading role to become the nexus for developing new products.
- Universities strength in knowledge and design based on science is a major advantage.
- One hurdle is the initiation and formation of new enduring working relationships in the fast paced, super fluid environment we now live in.
- **What is the ideal way for university organisations to act as a nexus of collaboration with manufacturers?**

# Processes

## Communication

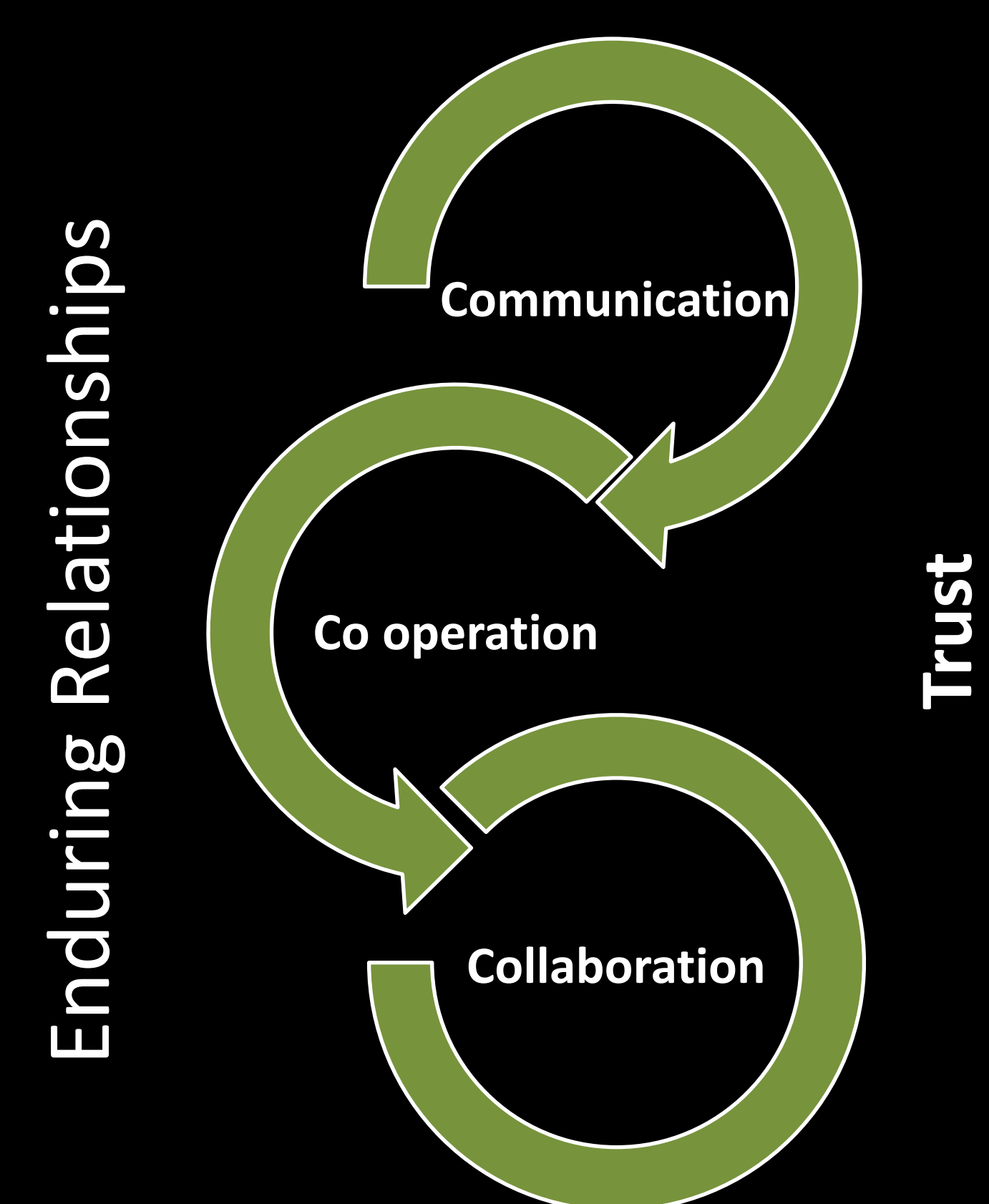
## Amount, Difficulty, Formality

## Co-ordination

## Procedures, Influences, Conflict Resolution

## Interactions

## Work, Resources, Assistance



## Outcomes

## Functional

Mutual Understanding, Working Relationship  
(Co operation, Collaboration)

## Psycho-social

## Principled Behaviour, Trust, Commitment



1. Assess the situation
2. Choose the best approach
3. Engage people and processes
4. Commit to start the project